



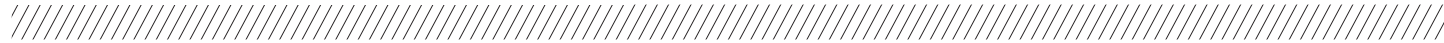
# PROJECT: non-profit MAKEOVER



**WIN A NEW LOGO, WEBSITE, BUSINESS CARDS, LETTERHEAD & ENVELOPES!**

**do good Consulting** has teamed with the **Champaign-Urbana Design Org (CUDO)** to sponsor **project: non-profit makeover**, a one-day design-a-thon to create a new logo, new website, new business cards, new letterhead & envelopes for one Illinois non-profit organization – an incredible opportunity for free professional graphic design services.

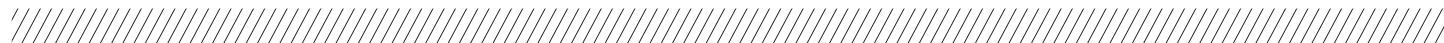
## ELIGIBILITY REQUIREMENTS



**Project: non-profit makeover** is open to all Illinois non-profit organizations with 501(c)(3) status, or those who have applied for that status. The one-day design-a-thon must be attended by one organizational representative on Saturday, July 10 in Champaign-Urbana. If your organization is interested in being considered for **project: non-profit makeover**, please review the following eligibility requirements. Qualifying organizations:

- Must be independent and federally tax exempt under article 501(c)(3) or be in the process of applying for federal tax-exemption (proof required).
- Must be registered and housed in the state of Illinois.
- Must operate on an average annual budget of less than \$750,000.
- Must have at least one paid staff member and an elected Board of Directors.
- Must already have or must be in the process of creating a website.
- Must have conducted at least one marketing or fundraising campaign.
- Must have the staff capacity and infrastructure be able to effectively and promptly participate in all aspects of the process outlined below.
- Must be able to commit **\$500** toward the production costs of marketing materials.

## PROCESS

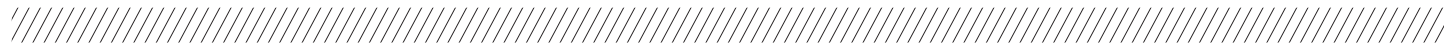


**The deadline for application submission is 5PM CDT on Friday, May 7, 2010.**

If your organization is selected as the winner, you must be willing to fully participate in the design process. Specifically:

- Submit your application and supporting documents to **logo@dogoodconsulting.org**. From the initial applicant group, a small number of applicants will be selected for brief interviews with members of the review panel, which will occur in May.
- Selected applicants must be able to travel to the office of **do good Consulting** in Urbana for the interview if requested. Notification of the winner will be announced on June 1, 2010.
- The organization will appoint a single “point person” who can efficiently correspond with the design team on a weekly and as-needed basis via both email and telephone during the application process, and during the period ramping up to the design-a-thon.
- This individual must also be available to participate in the design process occurring the entire day on Saturday, July 10, 2010 in Champaign-Urbana.

## PROJECT INFORMATION



At the **project: non-profit makeover** design event, **do good Consulting** and **CUDO** will create for your organization:

- A new organizational logo
- A basic 3-level website (design of basic content, not hosting)
- New business cards (design/layout only, not printing) and letterhead & business envelopes (design/layout only, not printing).



DO GOOD CONSULTING  
WWW.DOGOODCONSULTING.ORG  
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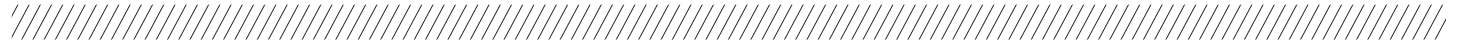


THE CHAMPAIGN-URBANA DESIGN ORG  
INFO@THECUDO.ORG | THECUDO.ORG | FIND US ON FACEBOOK

You will fully own these items along with all copyright information. However, an authorized representative from your organization will be required to sign documentation allowing **do good Consulting** and **CUDO** to publicly share and document any or all portions of the re-design process via photo, video, and storytelling. This may include:

- Images or video of various logo prototypes, including the final version;
- Images or video of you or other representatives of your organization that participate in the design process;
- Images of your previous logo;
- Statements made by you, your board, your staff, or the design team, including written quotations and audio clips;
- Details of the design process, including any challenges or obstacles; and
- Text content from your application and/or statements made in your interview.

## CHECKLIST

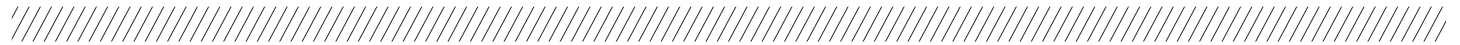


Submit the following supporting documents with your application (additional items may be requested at the discretion of **do good Consulting** and CUDO):

- Completed Application Form (above)
- Proof of 501(c)(3) tax-exempt status or proof of pending tax-exempt application
- Electronic copy of current logo, if applicable. Please attach all file versions that you have. If you don't currently have a logo, please attach a sample of a communications piece that you have recently used.
- Narrative, not to exceed 2 double-spaced, 11-point font pages, explaining why your organization needs a new logo, website, business cards, and letterhead. In your narrative, be sure to address all of the following questions:
  - Why do you feel your current logo and materials do not accurately communicate your organization's primary messages?
  - What sets your organization apart from others providing similar services?
  - How would a new logo, website, business cards, and letterhead positively affect your ability to fulfill your mission?

Submit your completed application and all supporting documents by 5PM CDT on **Friday, May 7, 2010** to [logo@dogoodconsulting.org](mailto:logo@dogoodconsulting.org). Questions? Contact Laura Huth, President & CEO of **do good Consulting**, at [laurahuth@dogoodconsulting.org](mailto:laurahuth@dogoodconsulting.org) or 217-778-1687.

## APPLICATION



Please read and confirm that you meet the eligibility requirements (see above) before completing this application. To fill out this form electronically, open in Adobe Acrobat or Reader. Be sure to save your changes before submitting.

Full Name of Organization \_\_\_\_\_ Organization Acronym \_\_\_\_\_

Mailing Address \_\_\_\_\_

Website \_\_\_\_\_

Contact Name \_\_\_\_\_ Contact Title \_\_\_\_\_

Contact Email \_\_\_\_\_ Contact Phone \_\_\_\_\_

Year Founded \_\_\_\_\_ Annual Budget \$ \_\_\_\_\_

Number of Board Members \_\_\_\_\_ Number of Paid Staff (full & part time) \_\_\_\_\_

Number of Volunteers \_\_\_\_\_

Does your board have a marketing committee?  Yes  No  Another committee is responsible for marketing

Do you have a written marketing plan?  Yes  No  In progress

Who on your staff is responsible for marketing?

\_\_\_\_\_  
\_\_\_\_\_

